



To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership
Re: Quarterly Report for October-December FY2014-2015

Below are highlights of the work the Downtown Partnership has engaged in for the second quarter of FY 2014-2015:

Economic Development: (Objective: Be downtown's managing entity and economic development leader.)

- Managed financial operations for Launch Chapel Hill; with our partners UNC, TOCH, Orange Co.
 - Served on selection committee for spring cohort of new entrepreneurs.
 - Completed license agreements for new ventures.
- Welcomed 7 new businesses to downtown and introduced them to our services.
- Assisted 54 downtown businesses with a variety of projects and resources.
- Assisted 7 developers and/or businesses with an interest in being downtown.
- Assisted 6 property owners with recruiting new tenants and other projects.
- Completed Downtown Imagined: Community Visions document; community input phase of the downtown master plan.
- Coordinated project management team to assess and implement Walking Audit findings.

Marketing: (Objective: Attract more customers and visitors downtown through promotions, special events, and marketing.)

- Sponsored and/or coordinated:
 - Tar Heel Downtown (website, promotions, vol. coordination)
 - Holiday Tree Lighting Ceremony
 - Holiday Window Decoration Contest, featuring 16 downtown businesses with over 2,800 votes cast for the People's Choice Award.
 - Chapel Hill- Carrboro Holiday Parade, Toys for Tots campaign.
 - Night Lights, NYE event for kids at Planetarium (1300 ppl)
 - Author Book Signing for 2nd Friday ArtWalk (20 ppl)
 - CHDP Holiday Social Event at Baxter Arcade (35 ppl)
 - Holiday Concert
- Created new downtown business guide; with sponsorships from businesses.
- Provided design services for 2 businesses.
- Installed holiday tree and snowflake decorations.
- Assisted 2 businesses with creating and installing new signage.

Programming: (Objective: Address the basic needs of the downtown community through public and private partnerships.)

- Partnered with Police Department to communicate Halloween logistics to downtown community; and to address graffiti on private & public property.
- Coordinated subcommittee of downtown businesses for Town/Gown collaboration to minimize the effects of high-risk alcohol consumption.
- Coordinated the Varsity Theatre Kickstarter Campaign
 - Coordinated a volunteer, professional videographer to create the Kickstarter video
 - Create marketing campaign
- Provided 2 businesses with Façade Improvement Grants.

Communications and Organization: (Objective: Communicate the accomplishments of the downtown community and the agency.)

- Participated in Kenan-Flagler Business School First Year Case Competition.
- Staff attended training on Quickbooks and Meeting Facilitation Skills, Diversity Training.
- Led 3 tours of 3rd graders from Estes Elementary School; learning about history & bizs of Franklin St
- Conducted WCHL interview about holiday events and shopping downtown.
- Conducted annual financial audit of agency.
- Volunteers contributed 103 hours of their time to the agency and downtown.